# 1996 DORAL TRADE DIRECT MARKETING PROGRAM

***OBJECTIVES***:

- Generate DORAL business via Direct Mail coupons. Only redeemable at a specific chain.
- Build RJR/Chain partnership by offering special program designed specifically for them.

***PROGRAM DETAILS:***

- Roll Fold mail out consists of three 2-sided panels.
    1. Top panel for chain to put their logo and creative to promote other store specials or items such as gas, coupons on fountain drinks, new items, etc.
    2. Second panel for RJR promotional.
    3. Four store/retailer (not manufacturer's) coupons.
- Approximately 200 mailings per store location. Name generation derived from our database. Mail out to smokers only.
- Chain collects coupons redeemed and turns over to KAM for reimbursement.

***RETAILER QUALIFICATIONS***:

- Retailer should participate in at least level II merchandising plan.
- Must be a match participant in Retailer Accrual Program.
- Chain should only be allowed to participate one time during the year.

***MAILING DATES:***

- 3 mailing dates: 6/17, 8/19, 10/21.

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*TARGET LOCATIONS*:

- 4 $2.00 DORAL carton coupons attached to Roll Fold. (Pack coupons cost prohibitive due to historical low redemption rates).
- Target primarily carton outlets with competitive carton pricing.
- Target outlets with heavy competitive low price pressure, i.e. G.P.C./Basic.
- Target outlets to strengthen RJR/Retailer partnership via program offer.

*BUDGET/FUNDING*:

- $90,000 Region Budget.
- Allows for approximately 600 locations -- another way to look at it is six (6) 100 store chains.
- Chain pays for half of printing/postage costs. (Approximately $3,800. for a 100 store chain.)
- See attached budget calculation example for more details.

*NEXT STEPS*:

- Identify target chains.
- Make presentation to Chain.
- Extremely tight time frame to get on to 6/17 mailing (approximately 2 weeks).
- See attached Roll Fold deadlines sheet.

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